



CLICK HERE TO READ NOW

- Back Issues
- Other Magazines

# Construction digital

HOW IT'S BUILT

JOIN THE NETWORK

Email address..

Join

Like 1.9k Follow Us

- Architectural Design
- Innovations
- Green Building
- Under Construction
- Video
- TOP 10
- Reports
- Sectors

## INNOVATIONS

### How has social media impacted the construction industry?

The industry might not be readily associated with the use of social media, but many companies are taking advantage of the multitude of such sites to improve visibility and build relationships

TAGS: construction, facebook, online, social media, twitter

Most EDGEhomes

Inc 500 TWITTER FACEBOOK PINTEREST GOOGLE+

Back Issues READ NOW Other Issues

Available on the App Store

AdChoices

15 AUG 2013 Joel A. Levy

by Jesse Galt

According to a survey conducted by *Construction Marketing Advisors*; awareness, website traffic, improved search rankings and sales leads are the top benefits construction companies of all sizes feel they get from using social media.

While some people may think that social media isn't a good fit for the construction industry, companies' widespread usage of this medium suggests otherwise.

**Social media in action**

The *Inc. 5000* is an annual list of the fastest-growing private companies in America.

The top five construction companies on the latest edition of this list are Edge Homes, Innovative Construction, Dream Finders Homes, C-DMNetwork and Patriot Contractors.

With the exception of Patriot Contractors, each company has experienced three-year growth of over 3,000 percent. And at 2,826 percent, Patriot Contractors barely missed that mark.

Since that level of growth shows just how well each company is doing, here's a look at how each company is utilising social media:

**Edge Homes:** If you go to their website and scroll down to the bottom, you'll find prominent links to their Twitter, Facebook, Pinterest and Google+ pages.

**Innovative Construction:** With nearly 5,000 likes and multiple page updates each day, this company proves that Facebook can still be successfully utilised by companies in a "boring" industry like construction.

## MOST POPULAR + MORE MOST POPULAR >>

- Breaking Ground: A Vision for Charity**
- Bechtel among players as Saudi metro contracts unveiled**
- The Future of Infrastructure Design**
- Theiss wins contract to deliver growth in Queensland**
- World's biggest hydraulic press gets Shell treatment**

## LATEST VIDEOS + MORE LATEST VIDEOS >>



**Dream Finders Homes:** Since they only have a Facebook page, DFH is the least socially active of the five companies.

**C-DMNetwork:** In addition to having Twitter and Facebook profiles, C-DM has also taken the time to create a presence on LinkedIn.

**Patriot Contractors:** This company uses small buttons to make it easy for their website visitors to also get to its LinkedIn, Facebook or Twitter profiles.

### 3 social media tips for construction companies

Now that you've seen some examples of construction companies successfully using social media, you may be wondering how you can utilise networks like Facebook, Google+, Pinterest and Twitter for your own company.

While there are plenty of approaches you can take, if you're looking for some simple but effective tips to dive right in, you can't go wrong with the following:

**Be Consistent:** Building momentum takes time. Don't make the mistake of going all-out for a week, then neglecting to make a single update for days at a time. Instead, start slow, and gradually build as you get a feel for what kind of frequency works best.

**Always Observe:** One of the nice things about social media is that it's easy to follow other construction companies that you feel are making the most of these platforms. By keeping an eye on what they're doing, you may discover new tactics to try out.

**Start Blogging:** Once you get a feel for using a few social media sites, you can take your efforts to the next level by creating content that you can promote through your networks. Just keep in mind that while content marketing is a smart strategy, it should only account for a small percentage of your overall social media activity.

Whether you're a B2B or B2C company, if you want to build relationships that will help your company grow, social media is a great option for accomplishing that goal.

*Jesse Galt is a freelancer who writes about a wide range of topics, including wireless credit card machine reviews and local SEO tips.*

Try ClearFit's free 30 day trial to experience the ease and convenience of hiring the smart way. Join Businessfriend today. Where social networking leads to productivity



### ASSOCIATIONS

[+ MORE ASSOCIATIONS >>](#)



### REPORTS

[+ MORE REPORTS >>](#)



AdChoices

**GO FROM POINT A TO POINT A+**

Private jet travel experiences above the rest.

[LEARN MORE](#)

**FLEXJET**  
BY BOMBARDIER

AdChoices

**WE'RE THE EXPERTS OF YES**

Private jet travel experiences above the rest.

[LEARN MORE](#)

**FLEXJET**  
BY BOMBARDIER

### FEATURED ARTICLES

[+ MORE FEATURED ARTICLES >>](#)



- Britain's back in business
- Smashing the 'Sales Personality Myth' In Construction
- Building Code Digital Application builds industry trust
- New lease of life for sustainable homebuilding

### TOP TEN

[+ MORE TOP TEN >>](#)

- Top Ten UK construction companies
- Top ten: Construction companies
- Top Ten: Bridges
- Top 10 Sports Venues
- Top Ten Design Marvels
- Top Ten Net-Zero Buildings
- Top Ten Construction Feats to Visit
- Top Ten Metro Systems



# GO FROM POINT A TO POINT A+

Private jet travel experiences above the rest.

AdChoices

LEARN MORE

**FLEXJET**  
BY BOMBARDIER

JOIN THE NETWORK

**Construction**  
digital

Email address

Join

## ARCHITECTURAL DESIGN

## INNOVATIONS

## GREEN BUILDING

## UNDER CONSTRUCTION

## VIDEO

## TOP TEN

- Top 10: Business
- Top 10: Lifestyle
- Top 10: People

## REPORTS

- Associations
- Company Reports

## EVENTS & TRADESHOWS

## NEWS ARCHIVE

## SECTORS

- Schools & Hospitals
- Civil Engineering
- Architects
- Multi-family
- Infrastructure
- General Contracting
- Construction Equipment
- Home Building
- Commercial Building
- Building Products

## TOP STORIES

SEARCH



CLICK HERE TO  
**READ NOW**

- Back Issues
- Other Magazines

Check out our other brands.

Select a brand